Welcome to our workshop, please hold while other participants are joining.

We will start in 5 minutes.

Please be aware that we are planning to record this workshop.
Co-creating a healthy and diverse OA market

July 2021
Rob Johnson, Victoria Ficarra (Research Consulting)
Claire Redhead, Catriona MacCallum, Caroline Sutton, Eelco Ferwerda (OASPA working group)
Workshop facilitators

Claire Redhead
Executive Director, OASPA
claire.redhead@oaspa.org

Rob Johnson
Director and Founder, Research Consulting
rob.johnson@research-consulting.com

Victoria Ficarra
Researcher, Research Consulting
victoria.Ficarra@research-consulting.com

Catriona MacCallum
Director of Open Science, Hindawi
catrina.maccullum@hindawi.com

Caroline Sutton
Director of Open Research, Taylor & Francis
caroline.Sutton@informa.com

Eelco Ferwerda
Independent consultant, previous director of OAPEN
eelco.ferweda@gmail.com

@OASPA
Introduction

Claire Redhead, OASPA
OASPA: The Open Access Scholarly Publishing Association

• OASPA is a diverse community of organisations engaged in open scholarship.
• Our membership includes scholar-led and professional publishers of books and journals, across varied geographies and disciplines, as well as infrastructure and other services.
• We are a trusted convenor of the broad, global spectrum of open access stakeholders and a proven venue for productive collaboration.
The OASPA Mission

• We encourage and enable open access as the predominant model of communication for scholarly outputs.
• Our work to support the mission
  o Leadership and Development
  o Collaboration and Convening
  o Setting Standards
  o Promoting Innovation
  o Supporting the OA Ecosystem

“We promote the development of diverse systems, business models and policies that support OA publishing and encourage a vibrant and competitive market for pure OA publishing in the longer term.”
Workshop Aims

To explore the following questions:

• What do we mean by the open access market?
• What are the characteristics of a healthy, diverse and vibrant open access market?
• What roles do market forces, regulation and the community play in creating the market?
• How can different actors collaborate to ‘co-create’ a healthy, diverse and vibrant market?
OASPA code of conduct

• We want everyone to enjoy the meeting and feel able to contribute
• We will treat each other with dignity and respect and conduct ourselves in a respectful manner
• All communication will be appropriate for a professional audience and be considerate of people from different cultural backgrounds
• We will not share any communication on anyone’s personal circumstances or experience
• We will be kind to each other and will not insult or put down other attendees
• We agree that harassment and exclusionary jokes are not appropriate
• Harassment includes offensive verbal comments, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of discussions, inappropriate physical contact and unwanted sexual attention
• We will contribute to the discussion with a constructive and positive approach
Managing competition law risk

In order to reduce the risk of inadvertently breaching competition law, industry participants should avoid any discussion of:

- Prices, fees, discounts, margins, promotion periods;
- Commercial terms, rebate strategies, volumes;
- Cost information including supplier pricing/costs, labour costs and other key cost inputs;
- New technologies and product launches;
- Alignment of terms which lead to the exclusion of a competitor or reduction of competition on a market;
- Supply capacity, expansion plans, or customer specific information; and
- Remuneration, incentives and employment terms offered to employees.
Icebreaker

Victoria Ficarra, Research Consulting
How we will interact in this workshop

During this workshop we will interact in a number of ways to make this an engaging discussion

• Plenary and breakout discussions

• Mentimeter – we will use Mentimeter at the beginning and end of the workshop to anonymously gather your views

• Google docs – we will use google docs to aid breakout sessions and to gather your input on proposed characteristics of the OA market

• Chat – the chat can be used to feedback any thoughts or comments

@OASPA
Housekeeping

• This webinar is being recorded but will not be made publicly available.
• To prevent audio issues, please mute yourself unless you would like to contribute.
• Please keep your cameras on throughout the workshop.
• We will use breakout rooms during this workshop, you have each been assigned to a group.
• We will use Mentimeter, an interactive tool, throughout this workshop, you will need a separate device or tab to use this.
• If you have any issues or queries during the workshop, please flag these in the chat.
Mentimeter

• During the workshop we will use Mentimeter to explore your views
• You will need to keep this open in a separate tab
• This will display the group result
• ...but is otherwise anonymous
• The group responses will help shape discussions now and inform future work for OASPA

• Let’s try it
Icebreaker

• Firstly, one just for fun!

• Secondly, on a scale of 1-5, how important do you perceive the following to be for the creation of a healthy and diverse OA market?
  o Market forces
  o Governments and funders
  o The open access community

• Go to www.menti.com
• Type in the code 1944 9070
• Answer the question(s)
Understanding the problem

Rob Johnson, Research Consulting
The Stacey Matrix

- A way of understanding factors that contribute to complexity
- Allows us to choose the best strategies that reflect the type of problem we face

Figure 1. Stacey matrix adapted from S. Bradd and D. Finegood
The Stacey Matrix

Ralph Stacey – Taking Experience Seriously:
https://youtu.be/Ee_3Pg5zvRg?t=190

@OASPA
There is a strong sense of shared vision among the stakeholders, with common objectives.

There is little agreement between stakeholders about which objectives are of greatest value.

Cause and effect linkages can be determined. We can predict the outcome of an action based on data and with reasonable certainty.

Situations are unique and cause and effect linkages are unclear. We lack data and it is difficult to predict outcomes.
Understanding the problem

• Please provide a score from 1-10 against each of the following to position them against the Stacey matrix. (1=close to agreement/certainty and 10=close to disagreement/uncertainty)
  - Moving to immediate open access
  - Creating a healthy market
  - Creating a diverse market

• How important is it for each of these aforementioned options to either:
  - increase the level of agreement; or
  - increase the level of certainty

• Go to www.menti.com
• Type in the code 1944 9070
• Answer the question(s)
Reviewing the issue brief

Rob Johnson, Research Consulting
Defining the open access (OA) market

The economic system that enables the dissemination of peer-reviewed outputs containing original research or scholarship immediately upon publication, at no charge to user groups, and with minimal restrictions on re-use.

- Let us know your thoughts
Sizing the open access (OA) market

- The OA market and the paywalled market have much in common.
- The OA market is growing but still accounts for a small proportion of the overall academic publishing market.
- The data sources we use are filters that skew our understanding of 'the market'.

Comparison of Article Share and Revenue Share (source: Delta Think, 2021)

- 70% of articles are OA.
- 30% of articles are not OA.
- 93% of revenue comes from OA.
- 7% of revenue comes from not OA.

@OASPA
Assessing the health and diversity of the OA market

• The OA market is by no means a ‘perfect’ market, but does not yet suffer from the most uncompetitive characteristics of the paywalled market
• Diversity in terms of distribution across publishers is reducing rapidly

Share of OA articles by top 5/10/25 publishers (source: Crawford, 2021)
Indications that the OA market is getting less healthy and less diverse

The prevailing influence of researcher evaluation and assessment policies, which tend to favour publication in established, ‘high-impact’ journals over new and local publishing venues.

The acquisition of a large number of ‘born open access’ publishers by established players (e.g. BioMedCentral, Dove Press, F1000, Hindawi, Co-Action and Libertas).

Above-inflation increases in article publication charges, and the recent introduction of APCs priced at more than $10,000 per article.

The concentration of infrastructure and services in the hands of a small number of private corporations.

The dominance of English as the lingua franca of science - notwithstanding the rapid growth in Chinese language publications.

The growing popularity of transformative (or ‘transitional’) agreements.
Proposed characteristics of a healthy and diverse OA market

1. Efficient, sustainable dissemination of high-quality peer-reviewed outputs containing original research or scholarship.
2. Readers are able to access research outputs free of charge and with minimal restrictions on reuse.
3. Authors (and libraries or funders acting on their behalf) are able to publish their research either at no charge or at an affordable price.
4. A diversity of workflows, languages, publication outputs, and research topics that support the needs and epistemic pluralism of different research communities.
5. Regular arrival of new entrants and the continued presence of small and medium-sized enterprises within the market.

Let us know your thoughts
Three pillars of the OA market

Market

Co-creation

Regulation

Community

Feedback and plenary discussion

Taking the issue brief as a starting point...

1. How much **agreement** is there on the definitions being proposed?

2. How much **certainty** is there about the current situation and what would be required to change it?

3. How far can we expect to get in finding **solutions**?
Break

10 minutes
Presentation of key concepts for discussion

OASPA working group
Defining key concepts

- You have each been assigned a breakout group for these three key concepts.
- In your groups, please consider the pros, cons, and feasibility issues of the following approach (either ‘market’, ‘regulation’, or ‘community’).
- We will take notes during these sessions but please feel free to open the google doc relevant to your session.
Repeat of mentimeter exercise

Victoria Ficarra, Research Consulting
Revisiting our first question

Reflecting on the content of today’s workshop, have your answers changed on the following question?

• On a scale of 1-5, how important do you now perceive the following to be for the creation of a healthy and diverse OA market?
  - Market forces
  - Regulation
  - The open access community

• Go to www.menti.com
• Type in the code 1944 9070
• Answer the question(s)
Workshop wrap up and summary

Claire Redhead, OASPA
Project timeline

**June**
Issue brief development

**July**
Workshops with key stakeholders

**August**
Draft green paper based on workshop feedback

**Late August**
Publish green paper for community comment

**September**
Develop final white paper
Thank you

Rob Johnson, Victoria Ficarra
Claire Redhead, Catriona MacCallum, Caroline Sutton, Eelco Ferwerda

claire.redhead@oaspa.org

https://oaspa.org/

@OASPA

© 2021 OASPA
This work is licensed under a Creative Commons Attribution 4.0 International License.